

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #315288
Mr. J. Mitiguy
DOWLINGS, INC.

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear John:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 90 SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
6	Winston FF Box	12300-25252
6	Winston Light Box	12300-25253

Product PO # 427A ; Displays PO # 4278

Product / Premium Arrival: April 13, 1998

Ship Date to Retail: Week of: April 27, 1998

Displays (Item #541085)

SKU CUBE: 1.7500

SKU WT (w/o Product): 3.7500 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$3,372.02

51845 7903

-2-

MAY .70¢ 2-Pack Tear Tape
DOWLINGS, INC.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALE PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$168.00 (6 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: B. Cook

L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

51845 7904

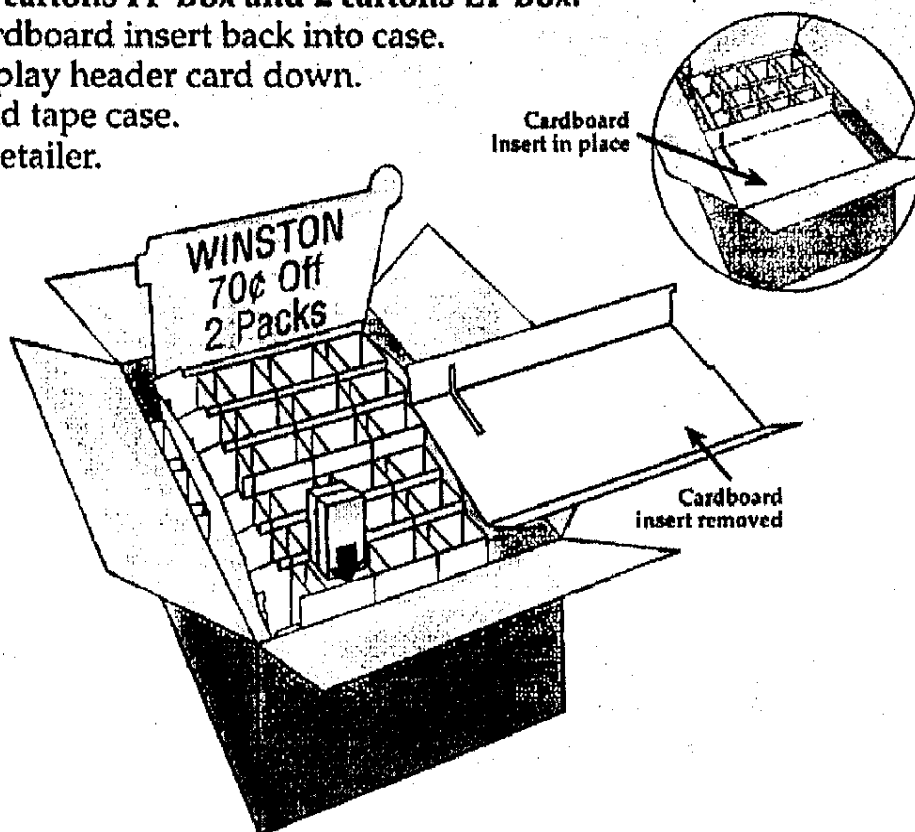
WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS 2ND QTR.'98**

May WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit
 Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

51845 7905

WHOLESALE : 315288 DOWLINGS, INC. <DIRECT>
 TEMPLATE : 800266 80500 WIN MAY .70/2 NO
 TEMPLATE SEQ : 0905
 SALES LEVEL : 16XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	1				(802)879-6388
162301	163829	509373	MILTON SHORT STOP02	ROUTE #7	MILTON	VT	05468	1		2681-0000	2513	(802)893-6536
162301	162323	576895	ALBURG SHORT STOP 3	RTE_2	ALBURG	VT	05440	1		2681-0000	3499	(802)796-3360
162301	163829	113558	BEVERAGE WAREHOUSE	E ALLEN ST	WINOOSKI	VT	05404	1				(802)655-2620
162301	162323	760317	CHAMPLAIN FARMS #27	RR 2 BOX 255	SWANTON	VT	05488	1		1657-0000		(802)868-7790
162301	162323	113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1		2794-0200	349	(802)868-7843
162301	162323	343312	EXXON SHORT STOP	443 ROUTE 3	PLATTSBURGH	NY	12901	1		2681-0000	2778	(518)563-0043
162301	163829	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	05446	1		1657-0000		(802)655-4703
162301	163829	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1		2681-0000	3724	(802)893-2573
162301	163829	615922	WINOOSKI EXXON #12	E ALLEN ST	WINOOSKI	VT	05404	1		1657-0000		(802)655-4336
162301	162323	619802	SHORT STOP #111	433 CORNELIA STRE	PLATTSBURGH	NY	12901	1		2681-0000	2443	(518)563-8756
162301	162323	664545	ALBURG EXXON SHORT STOP		ALBURG	VT	05440	1		2681-0000		(802)796-4705
162301	162323	702261	SWANTON SHORT STOP	97 1ST ST	SWANTON	VT	05488	1		2681-0000		(802)868-3527
162301	162323	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1				(802)933-2153
162301	162323	727620	P.J.'S MINIT STOP	190 S MAIN ST	ST ALBANS	VT	05478	1		1657-0000		(802)527-1128
162302	162325	771336	EAST ROAD VARIETY	1677 EAST RD	BENNINGTON	VT	05201	1				(802)447-7528
162302	162325	771337	MAGUIRE'S MARKET	510 SOUTH ST	BENNINGTON	VT	05201	1				(802)442-8957
163801	163829	073037	COLONIAL DELI MART	50 SUSIE WILSON R	ESSEX JUNCTION	VT	05452	1			956466	(802)879-7471
163801	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1				(802)658-4790
163801	163829	113507	LAROW'S MARKET	144 NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363
163801	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	3				(802)863-4792
163801	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163801	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	1				(802)879-7101
163801	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	4			2218	(802)879-6471
163801	163829	114052	LUCKY SPOT VARIETY	RT 117	RICHMOND	VT	05477	1			2099	(800)434-2332
163801	163829	114080	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	5			2355	(802)879-8951
163801	163828	114105	BRADLEYS GENERAL	RT 15	JOHNSON	VT	05656	1				(802)635-2496
163801	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1				(802)863-1998
163801	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1				(802)864-9638
163801	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1			2157	(802)863-9279
163801	163829	399636	LUCKY LANCE	1355 NORTH AVE	BURLINGTON	VT	05401	1			2994	(802)863-7161
163801	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	1		2681-0000	2858	(802)660-8680
163801	163829	500924	TAFT COR. SHORT STO	JCT. 2 & 2A #0	WILLISTON	VT	05495	1		2681-0000	2511	(802)879-0223
163801	163829	512774	MOBIL SHORT STOP 00	977 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2448	(802)864-9654
163801	163828	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1			2169	(802)244-5062
163801		571864	CAPITAL TEXACO	108 STATE ST	MONTPELIER	VT	05602	1		1657-0000		(802)223-6817
163801	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2449	(802)658-4635
163801	163829	587759	ROTARY MART #8	103 SHELBURNE ST	BURLINGTON	VT	05401	1		1657-0000		(802)655-4703
163801	163828	590776	FASTOP EXXON	377 N MAIN ST	BARRE	VT	05641	1		1657-0000		(802)476-7695
163801	163828	595955	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	05676	1		1657-0000		(802)244-8351
163801	163827	615925	CHAMPLAIN FARMS #11	HCR 61 BOX 65	NEWPORT	VT	05855	1		1657-0000		(802)766-2182
163801	163827	623878	OCTANE INC SHORTSTO	RTE. 5	DERBY	VT	05829	1		2681-0000	2378	(802)334-6935

DEALER : 315288 DOWLINGS, INC. <DIRECT>
 TEMPLATE : 800266 80500 WIN MAY .70/2 NO
 TEMPLATE SEQ : 0905
 PAPER LEVEL : 16XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163829	649433	CHAMPLAIN FARMS #13	56 PEARL ST.	ESSEX JUNCTION	VT	05452	1		1657-0000		(802)879-5232
163801	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1		2681-0000	4284	(802)479-2213
163801	163829	665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	05403	1			3806	(802)660-9405
163801	163828	670403	PASTOP EXXON	RT 100	WATERBURY	VT	05676	1		1657-0000		(802)644-6426
163801	163827	679268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1		1657-0000		(802)748-4000
163801	163828	683709	DAVE'S TEXACO	13-15 SOUTH MAIN	BARRE	VT	05641	1		1657-0000		(802)479-9897
163801	163829	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1		2681-0000		(802)482-4556
163801	163829	703503	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	05660	1		2681-0000		(802)496-6580
163801	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1				(802)862-2907
163801	163829	740858	CHAMPLAIN FARMS	315 SHELBOURNE RD	BURLINGTON	VT	05401	1		1657-0000		(802)862-6070
163801	163829	760220	BALLARD'S STORE	P.O. BOX 2	HINESBURG	VT	05461	1			2217	(802)482-2070
163801	163829	760698	MOBIL SHORT STOP 00	1830 SHELBOURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000		(802)658-2965
163801	163829	964662	WASHBURN SERVICENTE	HC 33 BOX 213	RICHMOND	VT	05477	1		2794-0200		(802)434-3818
163801	163829	965513	BOURNE'S SERV. CTR.	760 SHELBOURNE RD	SOUTH BURLINGT	VT	05403	1			2300	(802)658-6460
163802	163829	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	1			2463	(802)453-3000
163802	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3060	(802)775-7901
163802	163828	437115	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	05060	1		1657-0000		(802)728-6511
163802	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			4852	(802)773-8122
163802	163828	615934	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	05733	1		1657-0000		(802)247-6164
163802	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000	2450	(802)773-1732
163802	162320	633296	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETON	VT	05735	1			4110	(802)468-2900
163802	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	1		2681-0000	3352	(802)773-6919
163802	163829	665502	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	05753	1		1657-0000		(802)388-2122
163802	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1		2681-0000	4430	(802)747-0294
163802	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	1				(603)542-2278
163802	163827	723336	FASTOP	114 HANOVER ST	LEBANON	NH	03766	1		1657-0000		(603)448-6965
163802	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	1		2794-0200		(603)542-3080
163802	163828	742293	CHAMPLAIN FARMS	MAIN STREET	BETHEL	VT	05032	1		1657-0000		(802)234-5376
163802	163828	754471	UNION ST. GROCERY	30 UNION ST	BRANDON	VT	05733	1			3045	(802)247-6019
163802	163828	755347	CHAMPLAIN FARMS #26	1 MAIN STREET	NORTHFIELD	VT	05663	1		1657-0000		(802)485-6000
163802		767784	RTE 100 ENTERPRISES	ROUTE 100	PITTSFIELD	VT	05762	1				(802)746-9939
163802		790320	WILDER SMART SHOP	TAFT AVE & US RT	WILDER	VT	05088	1		5247-0000		
163802	163828	309215	CHAMPLAIN FARMS	RTE. 100	WAITSFIELD	VT	05673	1		1657-0000		(802)496-3196
163803	163825	361537	ROUTE 9 SUNOCO	ROUTE 9	WILMINGTON	VT	05363	1				(802)464-3372
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1				(802)254-7397

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TEMPLATE TOTAL ACCOUNTS 77 TOTAL QUANTITY 86